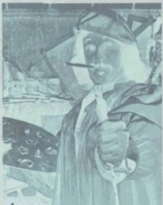
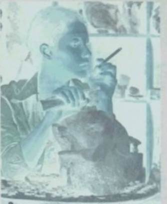
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 532 – Artist (100'S ONLY) – Req. No. 9[illegible] – Page 4 c bleed – 8⅞ x 11¾" – National Magazines, 1974 (A)
Printed in U.S.A.

Parliament. The recessed filter cigarette.

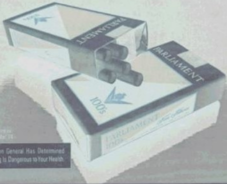
It works like a cigarette holder works.



1. French impressionist August Twine used a cigarette holder to brush up his image. It also gave him cleaner taste.



2. No need for a cigarette holder today. Parliament's filter is recessed away from your lips, so you taste only the rich, clean tobacco flavor. Our contribution to the art of smoking.



17 mg. "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Mar. '74.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.